User Manual for MktCompass

January 2023

Content

INTRODUCTION

MktCompass is a web-based platform accessible from any web browser such as Google Chrome, Safari, or Microsoft Edge. We recommend using it on a computer rather than a mobile device or tablet as several functions work better with a mouse. To access the system, please visit mktcompass.net. You can watch a video tutorial of this manual on our Youtube channel https://www.youtube.com/@mktcompass.

OBJECTIVE OF MKTCOMPASS

MktCompass is a web-based data querying system for geomarketing. It uses publicly available demographic and economic census data from Canada, the USA, and Mexico and some other data property of MktCompass. The objective of MktCompass is to provide users with the ability to analyze and visualize this data on a map.

1. Getting Started:

To get started, select the country and state you wish to study. The map will display the most populated city by default. If you need to find another specific city, town, address, or establishment, you can use the address search function located in the upper right-hand corner of the map.

2. Layers Menu:

When you click the layer menu, many data layers are displayed: Total Population, Socio-Economic Level, Population Density, Economic Vocation, Population without access to healthcare, Commercial Activity Index and many others. These layers allow you to view and analyze different statistics on the map.
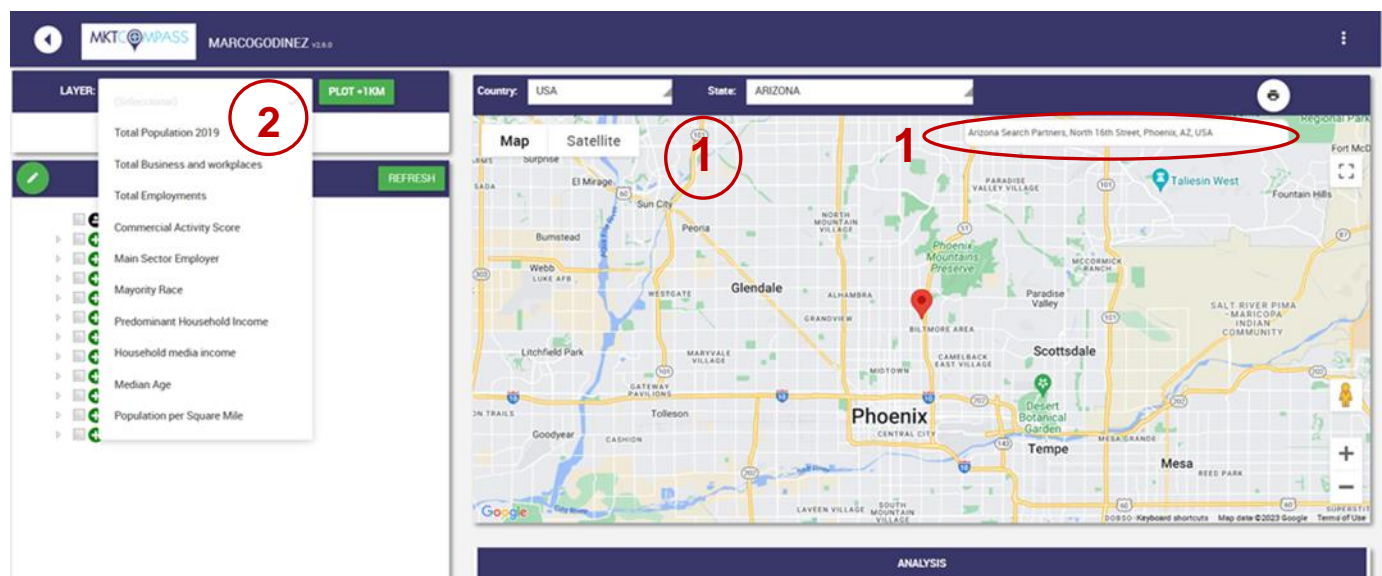
PLOTTING STATISTICS ON THE MAP

3. To plot the desired information, it is necessary to select the indicator and press the "Plot 1km" button so that it begins to color, which may take a few seconds depending on the state's database size.
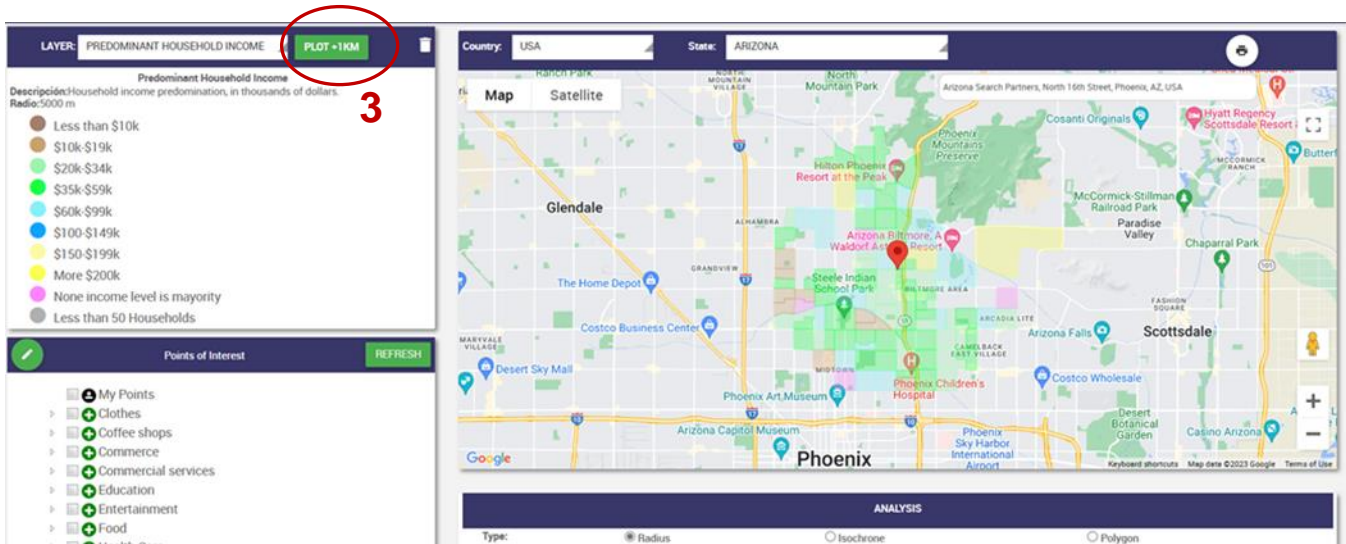
Please notice that only a part of the map is colored, however, if your goal is to color more of the map, you can press the button a second time to plot another 1 km, and so on until you consider it sufficiently colored, with a total limit of 10 km radius. You can easily move the map as desired using your mouse, zoom in, or zoom out.

4. If you want to remove the color layer and return to the map without colors, you can use the trash can button to delete the plotted layer.
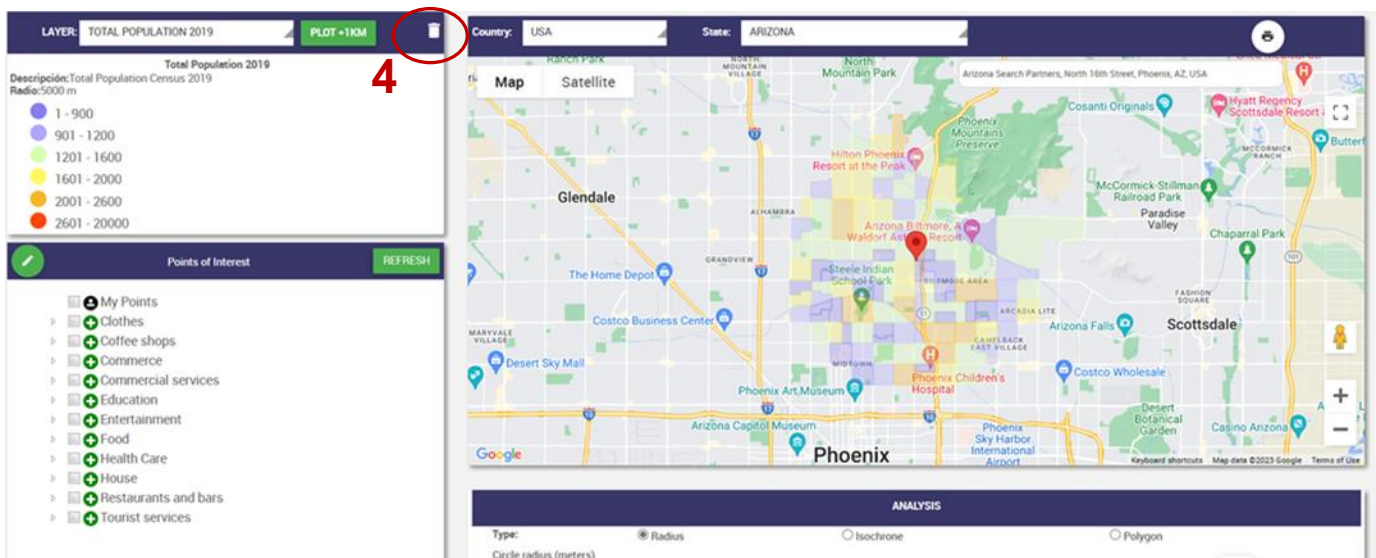
DESCRIPTION OF MAIN LAYERS

PREDOMINANT SOCIOECONOMIC LEVEL LAYER (MEXICO)

The layer of predominant socioeconomic level indicates the socioeconomic level of the census block, using the standard classification of AMAI. Some blocks cannot be classified and are therefore marked in gray.

In this example, different colors are used to represent the socioeconomic level of each block, where A and B are high levels, C+ and C are upper-middle and middle levels, C- is lower-upper, and D+ and D- are low levels.
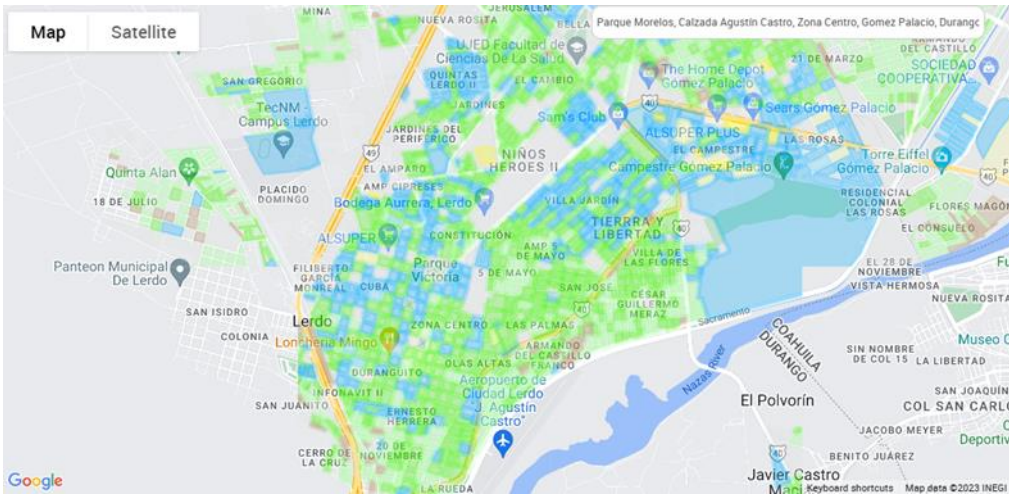
| FACADE	AMAI SCALE	CODE
	High	A
		B
	Upper-middle	C+
	Middle	C
	Lower-upper	C-
	Low	D+
		D-
	Outcast	E

PREDOMINANT HOUSEHOLD INCOME (USA AND CANADA)

The Predominant Household Income layer on the map shows which income level is most common in each area. This layer includes households with incomes that are 40% or higher, or between two income levels that, when combined, make up more than 60%. Blocks that cannot be classified are marked in white. Upper-class households are represented in yellow, middle-class households in blue, low-income households in green, and households in the lower end of the income level in brown.
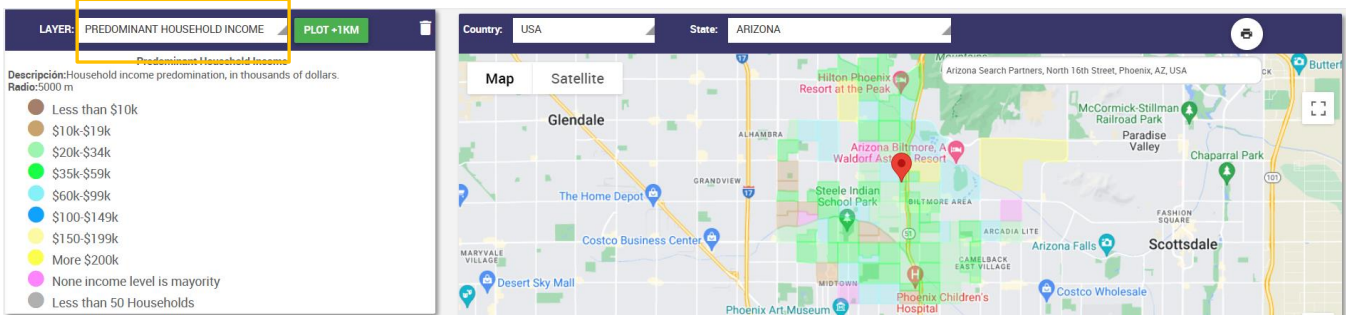
POPULATION TOTAL LAYER 2019

The population total layer shows the number of people living in each census block. The legend displays color codes and corresponding numeric values, where a red color indicates more than 401 inhabitants.
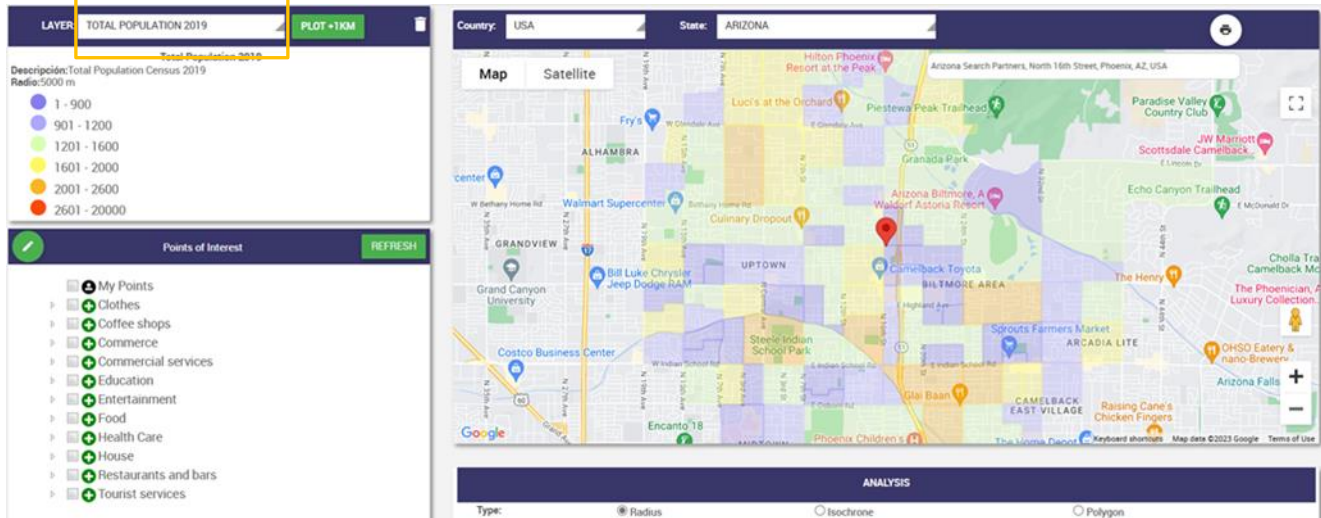

POPULATION DENSITY LAYER

The population density layer displays in the map the number of inhabitants per hectare in Mexico, square mile in USA, or square km in Canada. The legend also displays color codes and the corresponding threshold values for classification.
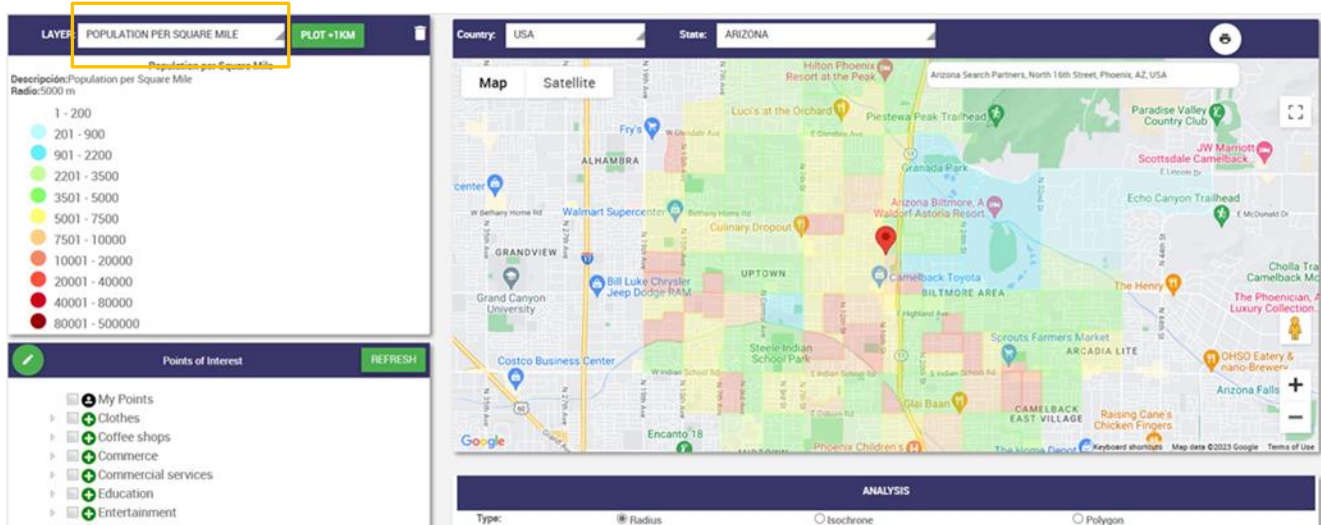
LAYER OF MAIN SECTOR EMPLOYER

The Main Sector Employer layer on the map classifies the predominant economic activity of each census block using data from economic census and private sources. This layer identifies which economic sector employs the most people in a census block based on the following criteria:

- If there are more than a specific number of jobs in a census block, the layer indicates which economic sector employs the most people, such as commerce, primary sector, technology, health, government, industry, services, education, or hospitality.
- If there are not more than a specific number of jobs, the layer indicates whether the block is used for residential purposes or if the economic vocation is 'empty'.
-
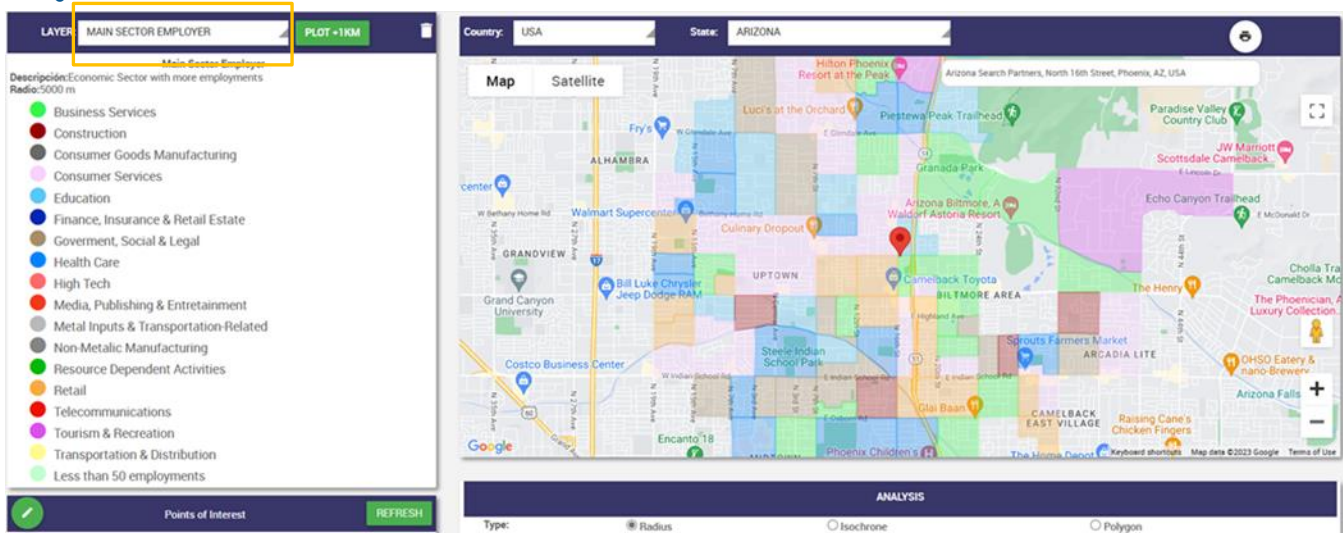
LAYER OF COMMERCIAL ACTIVITY INDEX

The Commercial Activity Index layer on the map shows the number of jobs in all businesses within a census block that provide commercial or personal services economic activities. Therefore, it is a great indicator of people engaged in shopping or recreational activities.
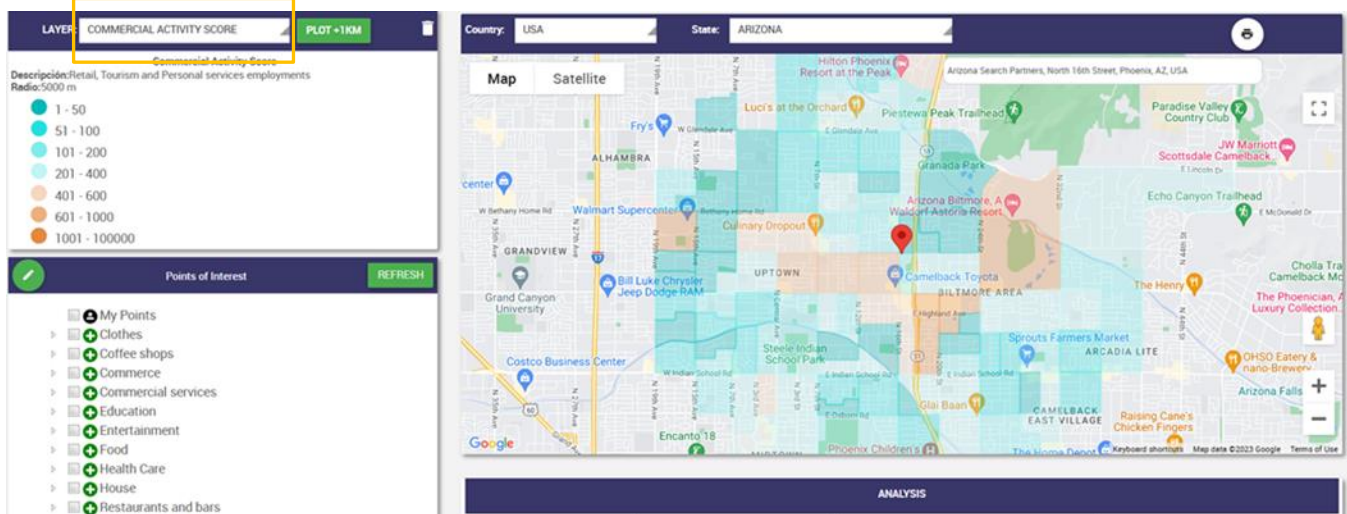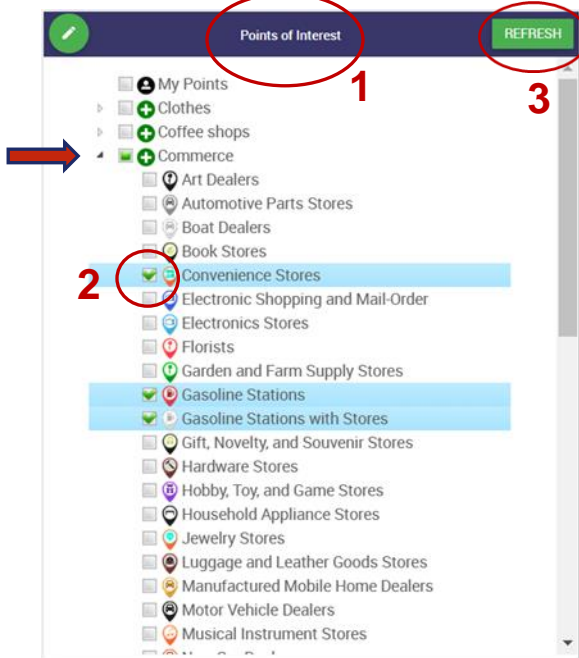

TOTAL EMPLOYMENT LAYER

The "Total Employment" layer displays the number of jobs per census block based on data from the Economic Census or private sources.
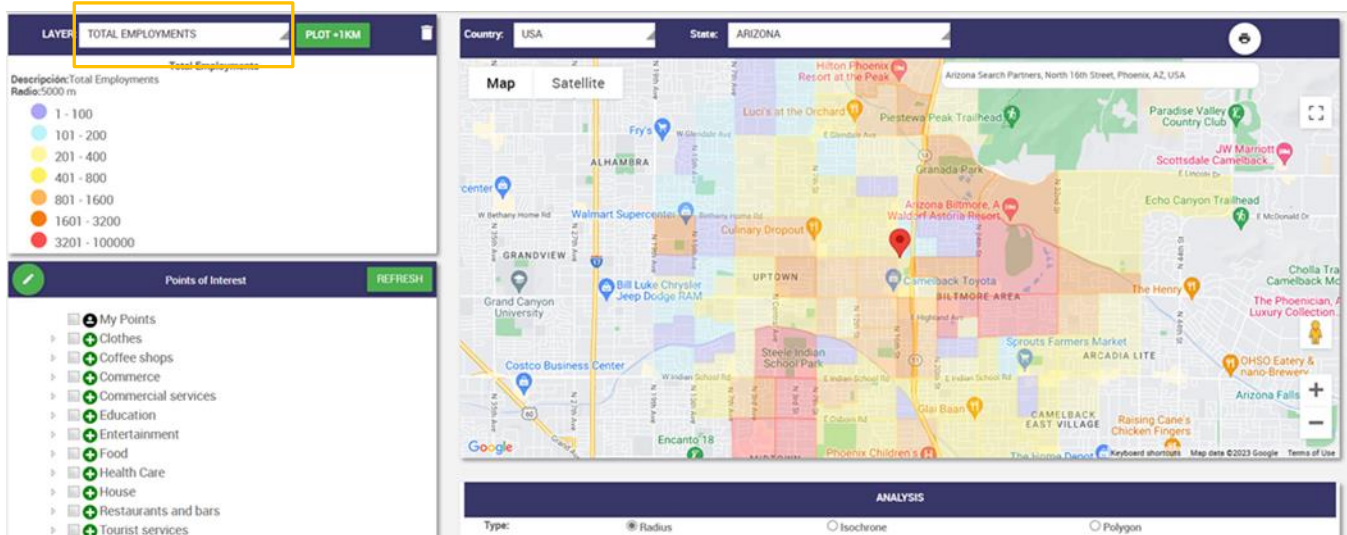
POINT OF INTEREST MAPPING

This functionality highlights businesses or points of interest on the map, using data from the Economic Census or private sources.

1.   A series of points of interest are displayed according to business type or activity. If the business has a small triangle to the left, its subcategory can be viewed.

2.   When selecting a point of interest, it is important to click on the underlined icon "Refresh" in order to see the selected points on the map, as shown in the image.

3.-   To add, remove some or all of the "points of interest," we must update the selection and click the "refresh" button again to see the changes.
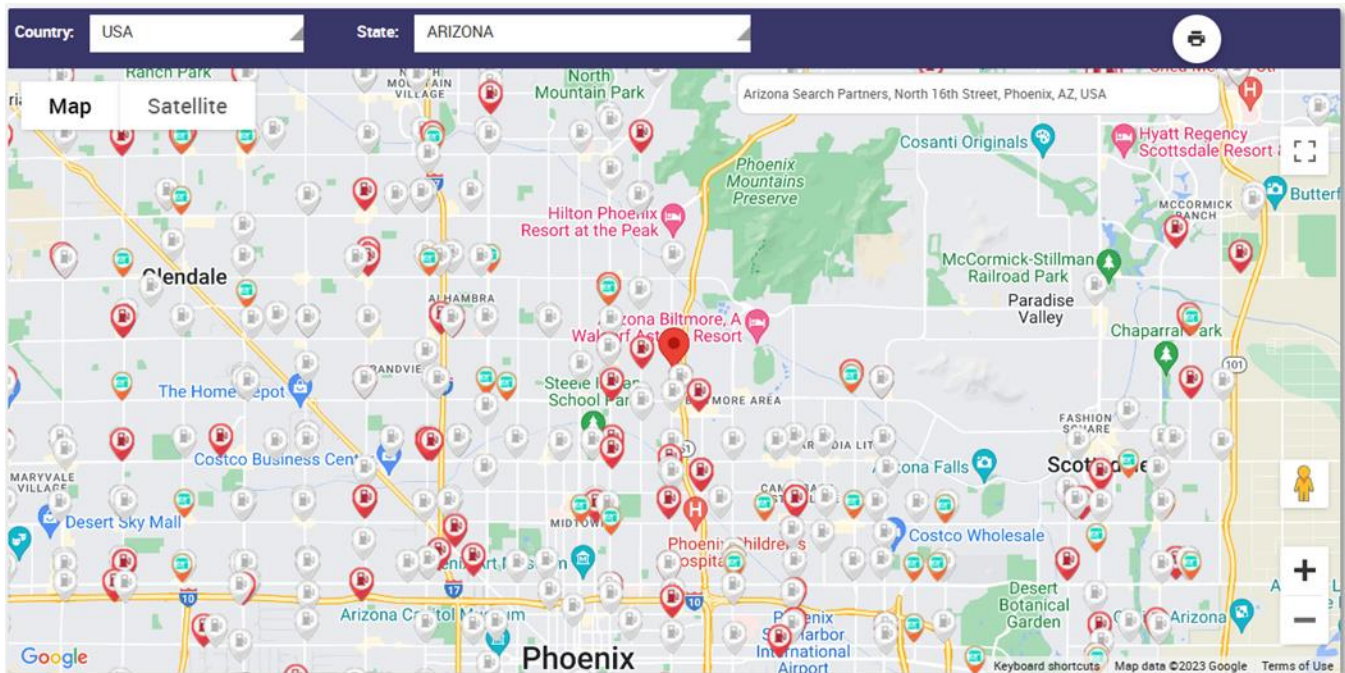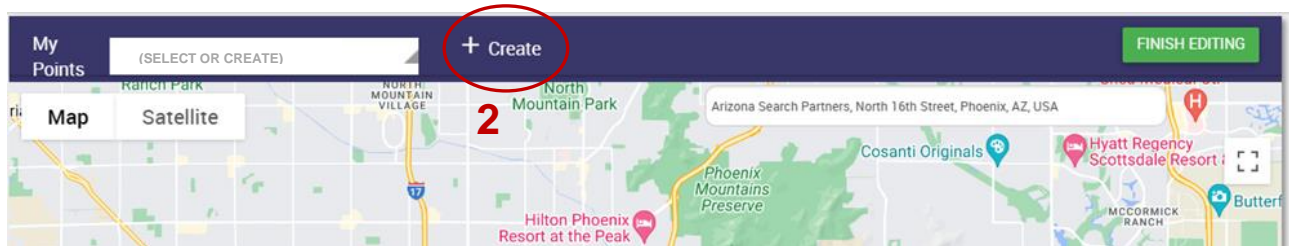
FUNCTIONALITY TO ADD CUSTOM POINTS

This functionality is exclusive to professional users and allows them to create lists of custom POIs to mark locations on the map. This information is only available to the user who created it.
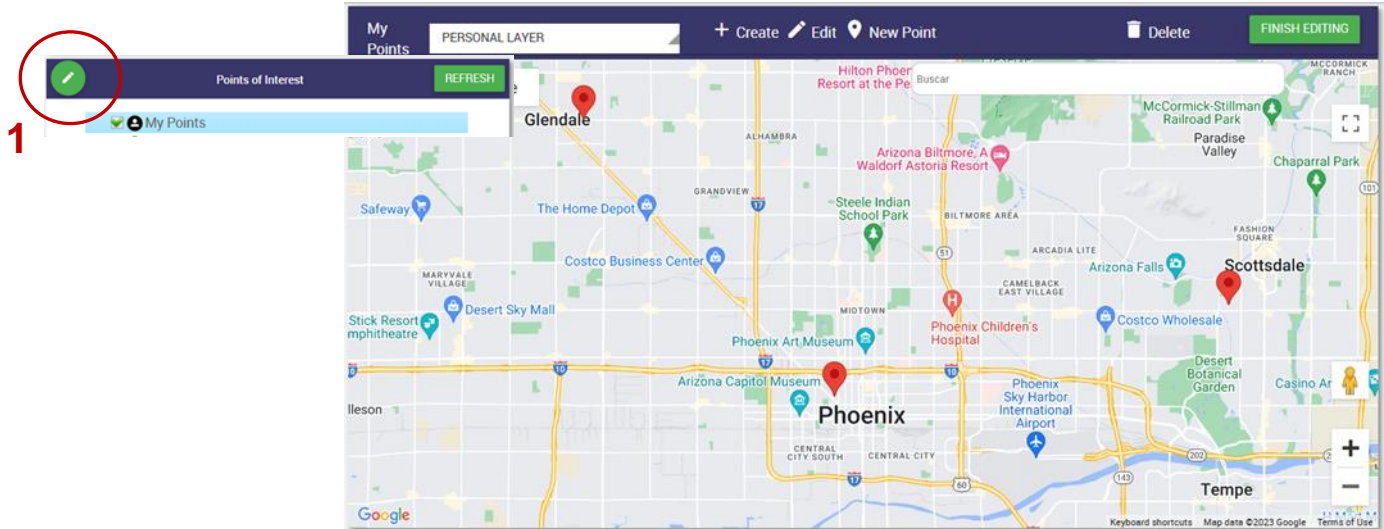
1) To create a custom list, click on the green button. This will enable a new menu above the map.

2) To create a new list, select the "Create" option. A window will appear where you need to name the list and specify an icon for it. The icons are structured by type and then by color. We will be adding more types of icons over time so you can choose one that you prefer. All points in a list share the same icon.
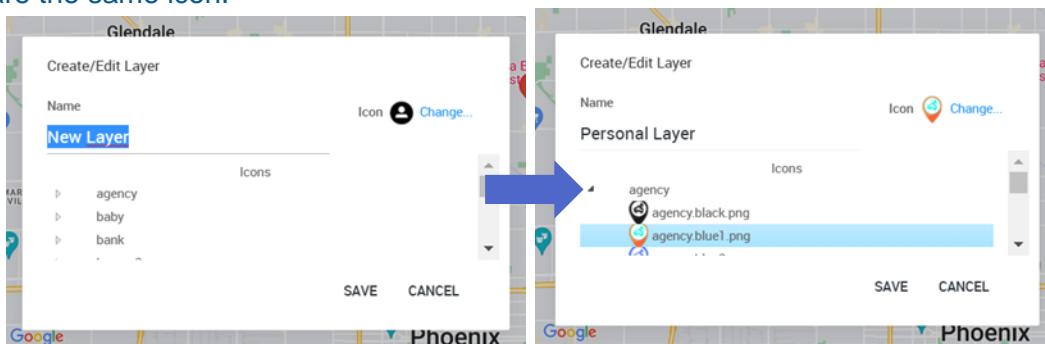
3) After creating one or multiple lists, to add custom locations to each list, first select the desired list.
4) Next, click the "New point" button, and a red marker will appear in the center of the map. Move the marker to the desired location.
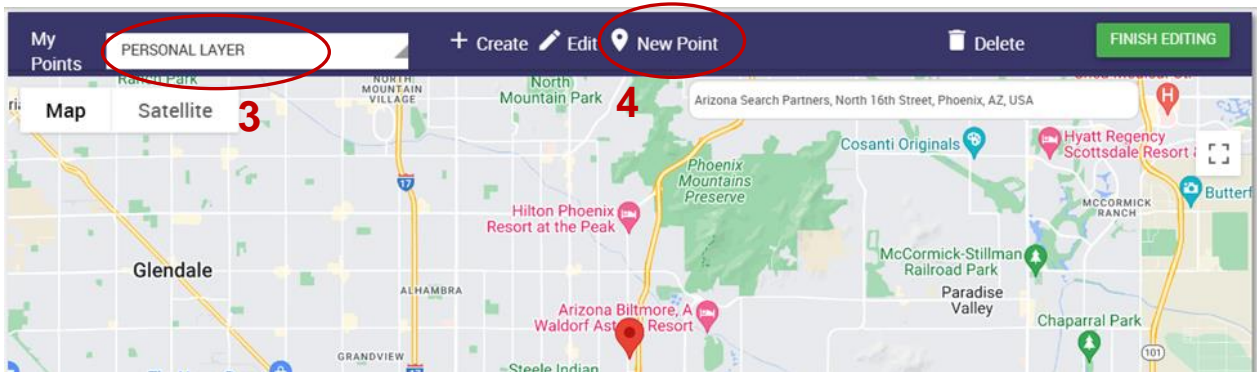

5) Rrepeat this process for as many locations as you wish.
6) To assign a name and description to each location, simply double-click on the marker and a menu will appear where you can add these details or delete the marker.
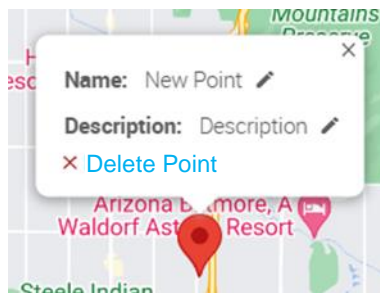
7) To edit the name of the list or the icon it uses, click on the "Edit" button.
8) If you want to delete the entire list, click on the "Delete" button.
9) Once you have finished creating lists and locations, click on the "Finish editing" button. .
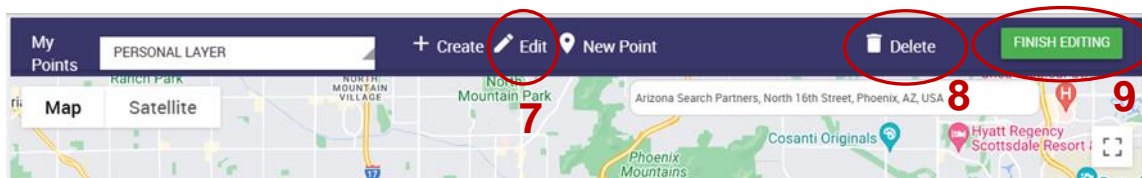
10) This will update the POI list to display your new custom POI lists. To display them on the map, select the desired lists and click the "Refresh" button.
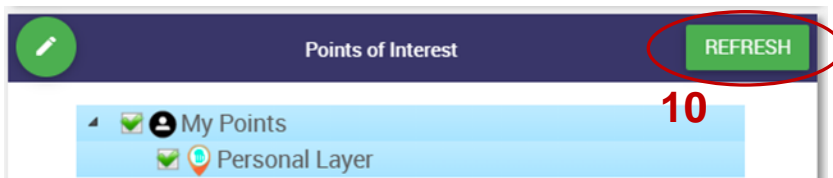
GEOANALYSIS OF A SPECIFIC AREA

1) To perform a geoanalysis in a specific area, use the "Analysis" menu located at the bottom of the map.
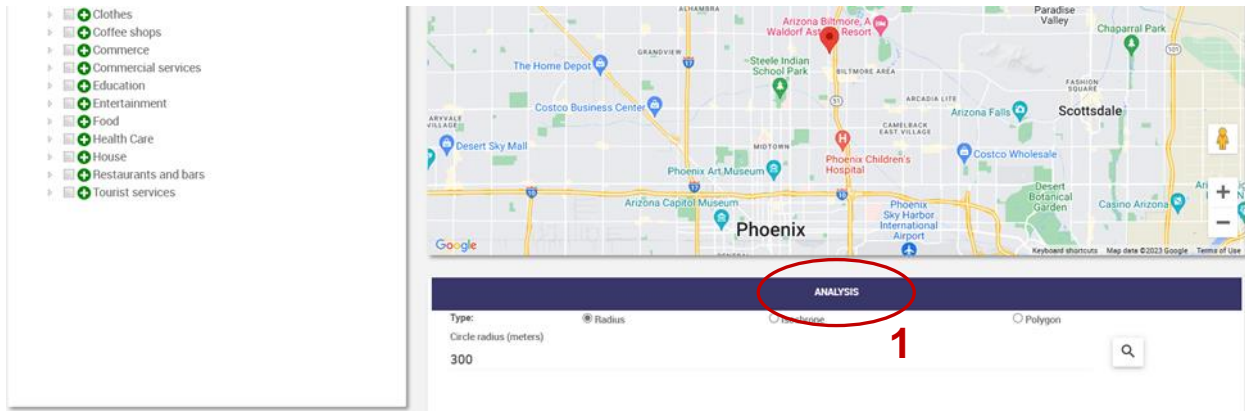
RADIUS GEOANALYSIS

Traditionally, geoanalysis is performed by drawing a circle with a specified radius from a point measured in meters, in this example is set to 300 meters but can be adjusted from 50 to 1,500 meters.

2) To initiate the analysis, click on the magnifying glass icon. A red marker will appear at the center of the map, which can be moved to the desired point for analysis. The distance can then be adjusted and the analysis performed by clicking on the magnifying glass icon enclosed in a circle.
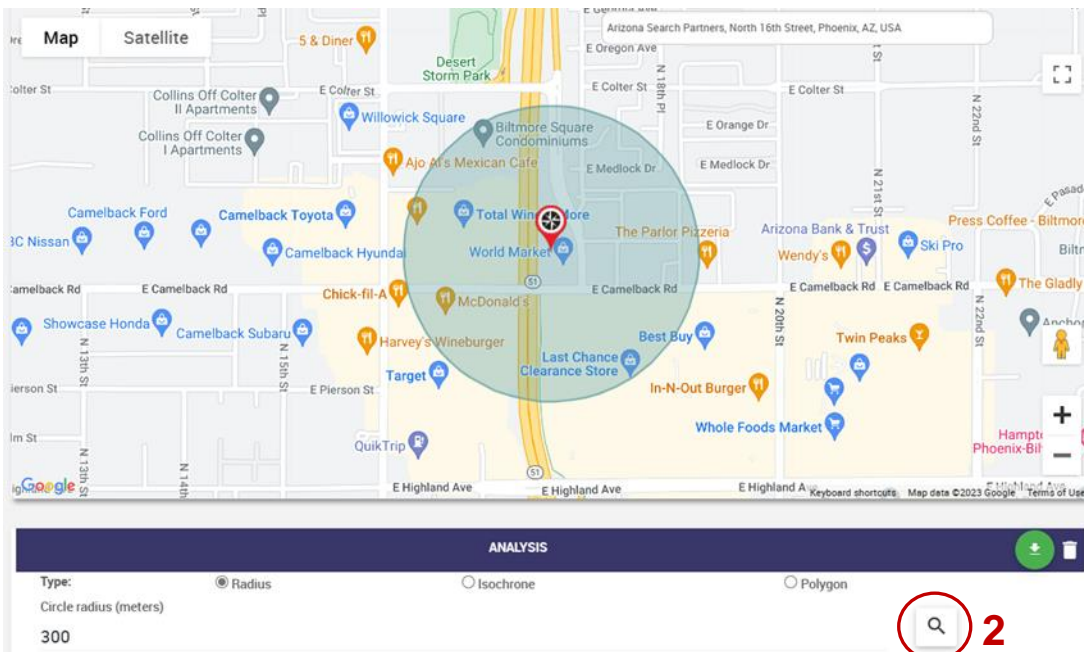
## ISOCHRONE GEOANALYSIS

An isochrone is another way to create an area for analysis. If a radius is an area in the shape of a circle based on a radius with a distance in meters, an isochrone is an irregular area that can be traveled within a certain time from any location to the selected point.

By default, the isochrone is calculated for a car trip of up to 5 minutes, but you can vary the travel time from 1 to 15 minutes.

You can also change the mode of transportation from "Car" to "Walking".
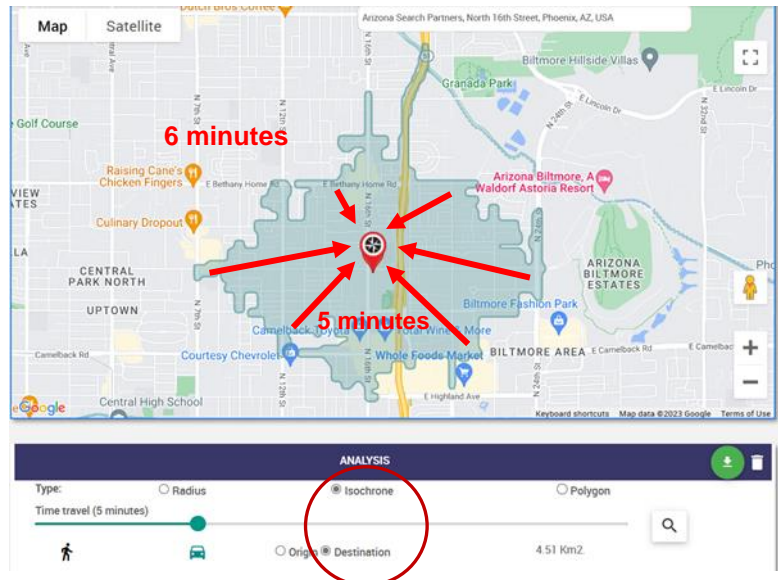
Additionally, you can change the direction of travel. By default, the selected point is the destination (people go to this point), but you can change it to "Origin", where the point is the starting point of the journey, and an area is drawn up to where you can reach within the specified time and mode of transportation (very useful for home delivery).

Each isochrone is calculated in real-time using data provided by "Here Technology". Depending on the day, time, and events registered in the system, the shape and size of each isochrone may vary.

Similarly, once the isochrone is created, MktCompass will generate a report of the statistical data for that area.
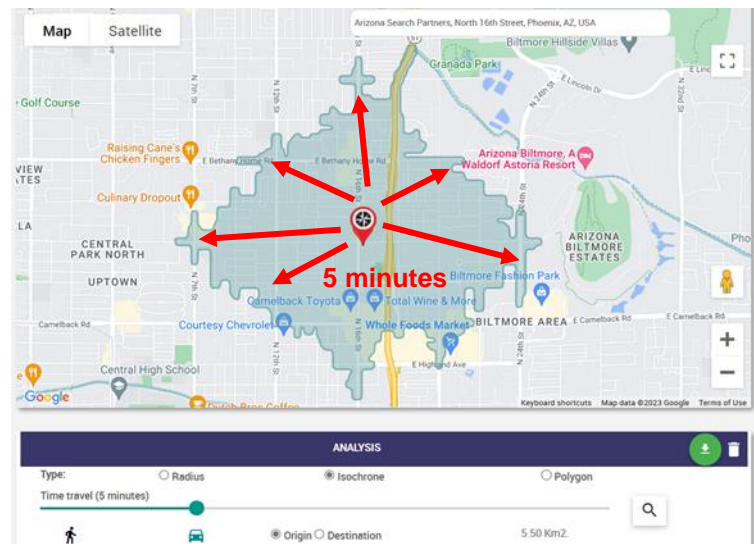
POLYGONS

In some cases, we need to know the statistical data of a specific area that can only be defined by drawing an irregular area or polygon. MktCompass allows you to draw polygons for analysis by following these steps:

1) Select "Polygons" in the Analysis menu.

2) The map will automatically zoom in to level 15. You can use a higher level for more detail, which will enable two buttons in the top right corner of the map.

3) Using the button to draw polygons, trace the perimeter of the polygon by clicking the left mouse button to indicate nodes, thus tracing the polygon. Close the polygon by selecting the first node. Once the polygon is closed, the geoanalysis of that area will begin.
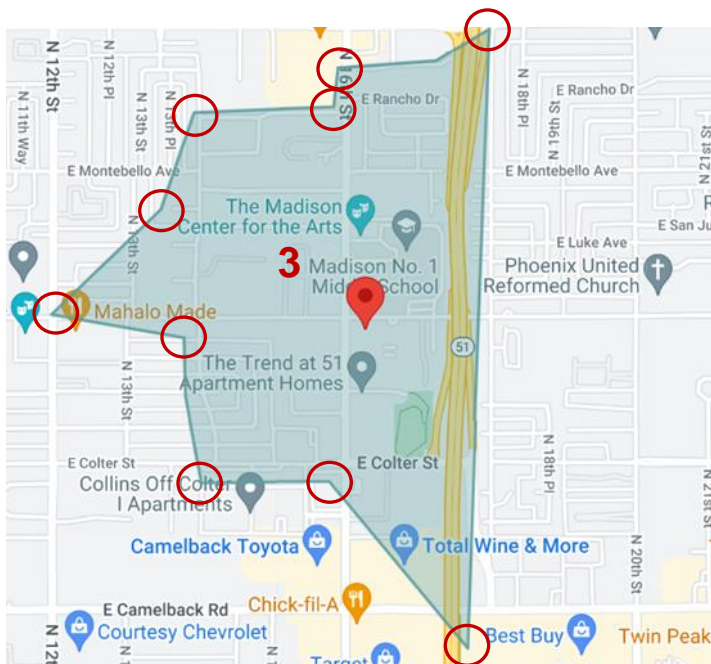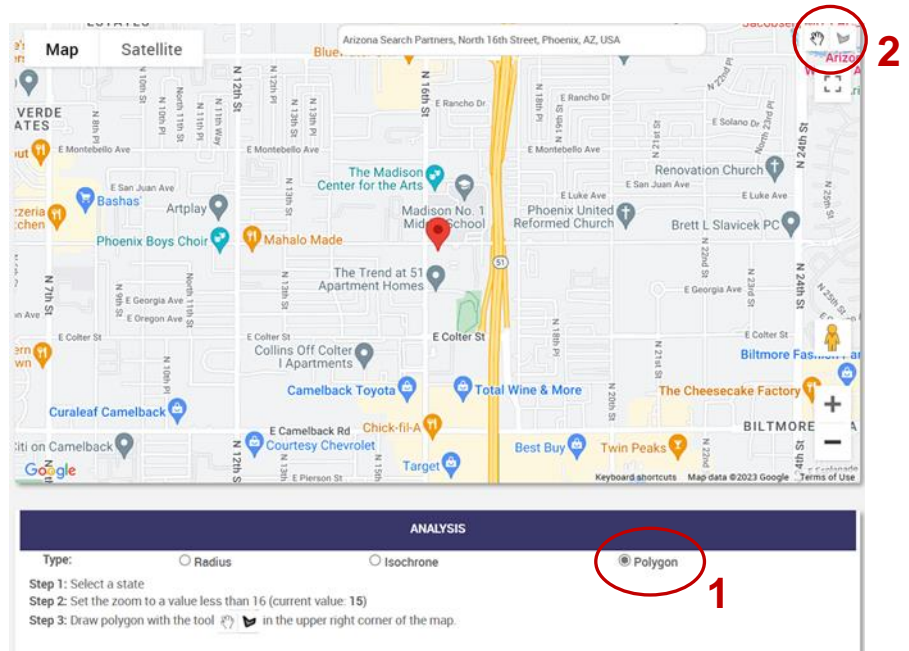
EXPORT GEOANALYSIS DATA

4) Depending on the state, location, and size of the area, the geoanalysis may take anywhere from 10 seconds to a few minutes to appear. The data for the area will be displayed in the "Analysis" menu. To obtain a summary of the analysis in an MS Excel file, click the green "Download" button in the upper right corner of the Analysis menu.

The document will be downloaded in MS Excel format and will contain all demographic and economic data that the user is authorized to view. It will also include graphs generated from the collected information.

Additionally in Mexican cities, a summary of the estimated distribution of expenditure, based on ENIGH (National Household Income and Expenditure Survey), can also be viewed. An estimation of the expenditure is calculated considering the number of households, their socio-economic level, and the state of the republic.

ESTIMACIÓN DEL GASTO MENSUAL EN LOS HOGARES DE LA ZONA

La estimación mensual es el resultado del reporte de la ENIGH 2020, INEGI, clasificado por promedio del ingreso y gasto familiar y estado de la república. No considera el gasto de las unidades económicas. No indica el lugar de la compra de dicho gasto.

ESTIMACIÓN DEL GASTO EN EL HOGAR POR RUBRO 2020, pesos mexicanos

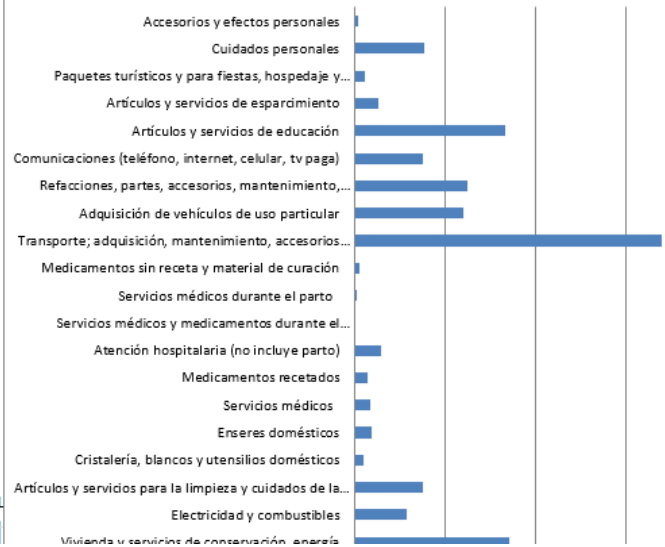|		
Estimación total del Gasto en los hogares ENIGH	$ 369,387,908	100.0%
Alimentos y bebidas consumidas dentro del hogar	$ 62,044,094	16.8%
Bebidas alcohólicas y no alcohólicas	$ 5,384,127	1.5%
Alimentos y bebidas consumidas fuera del hogar	$ 20,694,134	5.6%
Vestido	$ 7,551,352	2.0%
Calzado y su reparación	$ 3,488,067	0.9%
Vivienda y servicios de conservación, energía eléctrica y com	$ 34,179,313	9.3%
Electricidad y combustibles	$ 11,520,236	3.1%
Artículos y servicios para la limpieza y cuidados de la casa	$ 15,047,377	4.1%
Cristalería, blancos y utensilios domésticos	$ 2,146,292	0.6%
Enseres domésticos	$ 3,865,683	1.0%
Servicios médicos	$ 3,519,695	1.0%
Medicamentos recetados	$ 2,944,769	0.8%
Atención hospitalaria (no incluye parto)	$ 6,072,178	1.6%
Servicios médicos y medicamentos durante el embarazo	$ 213,215	0.1%
Servicios médicos durante el parto	$ 506,238	0.1%
Medicamentos sin receta y material de curación	$ 1,244,973	0.3%
Transporte; adquisición, mantenimiento, accesorios y servic	$ 67,901,414	18.4%
Adquisición de vehículos de uso particular	$ 23,933,997	6.5%
Refacciones, partes, accesorios, mantenimiento, combustib	$ 24,853,048	6.7%
Comunicaciones (teléfono, internet, celular, tv paga)	$ 15,060,987	4.1%
Artículos y servicios de educación	$ 33,290,697	9.0%
Artículos y servicios de esparcimiento	$ 5,286,865	1.4%
Paquetes turísticos y para fiestas, hospedaje y alojamiento	$ 2,295,519	0.6%
Cuidados personales	$ 15,426,013	4.2%
Accesorios y efectos personales	$ 917,625	0.2%

In the same report file, on the second sheet labeled "POI", a directory of companies or economic units in the studied area can be found.

id	bus_name	pro_name	act_code	POI_TYPE1	POI_TYPE2	POI_TYPE3	empl_jobs	vial_type	vial_name	number_e	letter_ext	number_i	letter_int	name_state	city
5353	Sunwest R	Southwest	446199	Commerce	Other Heal	#N/D	25	All Other H	4020	85014	Retail	Retail	Retail Trad	Phoenix	Maricopa
7137	Automotiv	0	441120	Commerce	Used Car D	#N/D	16	Used Car D	230714	85014	Retail	Retail	Retail Trad	Phoenix	Maricopa
8207	Tonys Serv	0	811111	Commerci	Automotiv	#N/D	5	General Au	4579	85014	Consumer	Consumer	Other Serv	Phoenix	Maricopa
12662	Madison E	Madison 1	611110	Education	Elementar	#N/D	89	Elementar	123093	85016	Education	Education	Educationa	Phoenix	Maricopa
12666	Madison E	District Off	611110	Education	Elementar	#N/D	69	Elementar	66396	85016	Education	Education	Educationa	Phoenix	Maricopa
14073	Wayland B	0	611310	Education	Universitie	#N/D	25	Colleges, U	141101	85014	Education	Education	Educationa	Phoenix	Maricopa
16030	Lhcg Lvi Llc	At Home H	621610	Health Car	Care servic	Home Hea	19	Home Hea	471092	85014	Health Car	Health Car	Health Car	Phoenix	Maricopa
16968	Arizona Pa	0	621498	Health Car	Care servic	Outpatient	7	All Other C	509740	85014	Health Car	Health Car	Health Car	Phoenix	Maricopa
18120	Edward G	Babits Edw	621210	Health Car	Health offi	Offices of [	9	Offices of [	255481	85014	Health Car	Health Car	Health Car	Phoenix	Maricopa
21475	Neuropsyc	0	621112	Health Car	Health offi	Offices of F	5	Offices of F	83115	85014	Health Car	Health Car	Health Car	Phoenix	Maricopa
18676	Serrano Or	0	621210	Health Car	Health offi	Offices of [	20	Offices of [	512515	85014	Health Car	Health Car	Health Car	Phoenix	Maricopa
18443	Michael J F	0	621210	Health Car	Health offi	Offices of [	7	Offices of [	489934	85016	Health Car	Health Car	Health Car	Phoenix	Maricopa
18248	Hanhila Fa	0	621210	Health Car	Health offi	Offices of [	6	Offices of [	418268	85014	Health Car	Health Car	Health Car	Phoenix	Maricopa
18215	Gerard W S	0	621210	Health Car	Health offi	Offices of [	6	Offices of [	81841	85016	Health Car	Health Car	Health Car	Phoenix	Maricopa
22208	Phoenix O	0	623220	Health Car	Residentia	Mental He	6	Residentia	509155	85014	Health Car	Health Car	Health Car	Phoenix	Maricopa
23238	5 and Dine	0	722511	Restaurant	Restaurant	#N/D	40	Full-Service	176582	85014	Consumer	Consumer	Accommod	Phoenix	Maricopa
31468	Esa Intern	Branch	721110	Tourist ser	Hotels	Hotels Mot	8	Hotels (exc	374609	85016	Hospitality	Hospitality	Accommod	Phoenix	Maricopa

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Contact us at support@mktcompass.net